# ew York Metro Region

- SOM Independent Calls 100+ cpw
- All Calls 14.16%
- Calls with Contracts 15.37%
- Calls without Contracts 10.66%
- Contracts vs. No Contract **+ 3.50**
- Contracts vs. All **+ 1.21**

74.2% Indep CIV 100+ under contract

51843 8113

Source: https://www.industrydocuments.ucsf.edu/docs/sqvp0000

# ew York Metro Region

- SOM Independent Calls Below 100 cpw
- All Calls 10.10%
- Calls with Contracts 12.40%
- Calls without Contracts 9.69%
- Contracts vs. No Contract **+ 2.71**
- Contracts vs. All **+ 2.30**

15% Indep CIV below 100 cpw under contract

51843 8114

Source: https://www.industrydocuments.ucsf.edu/docs/sqvp0000

# ew York Metro Region

- SOM Total Region 12.1%
- SOM Retail 12.8%
- SOM Subjobbers 10.6%
  - 26% of Region AIM Volume
- Subs = Huge Opportunity

51843 8115

Source: https://www.industrydocuments.ucsf.edu/docs/sqvp0000

# ew York Metro Region

- Allocate manpower to cover Subjobbers on a monthly or better frequency
  - Frequency dependent on opportunity/volume
  - Utilize TR's to cover Subs not handled by AM's
  - Treat Subs similar to high volume retail
    - Service sells

51843 8116

Source: https://www.industrydocuments.ucsf.edu/docs/sqvp0000

# ew York Metro Region

- Territory Reps - Retail
- Create 8 frequency (twice per qtr)
  - Reduce # of monthly calls to improve penetration
  - Removes monthly coverage burden
  - TR contract calls contacted every 6 wks vs. monthly
  - Move better opportunity 4 calls up to 8

51843 8117

Source: https://www.industrydocuments.ucsf.edu/docs/sqvp0000